



NEWS

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CHP GAME PLAN: TACKLE DUI DRIVERS

While fans may have their own plans for Superbowl festivities, the California Highway Patrol's game plan involves strict enforcement of the DUI laws. According to CHP Commissioner Spike Helmick, "Regardless of which team wins the big game, anyone who drinks while watching it and then drives home afterward will be a big loser."

While not discouraging Superbowl get-togethers, the CHP is urging fans to consider the risks of drinking and driving before the party begins. "Invite your friends, enjoy the game and all that goes with it, but make sure there is a designated driver to get those friends home safely after the game," the Commissioner said. "If you don't, we'll be taking the field to ensure the safety of innocent motorists, and throwing expensive penalty flags on impaired drivers."

The CHP is also introducing a new traffic safety public education campaign aimed at the drinking driver. Produced by four Bay Area companies – Crossover Media, Crescendo Studios, Fusion Jones Productions, and Lux, – the TV spots were created and distributed without cost to the CHP. The companies worked with the Highway Patrol on another traffic safety effort and became so involved with the issues that they produced the TV spots on their own initiative. Broadcasters throughout the state have been asked to air them as public service announcements.

The television spots portray the consequences of getting behind the wheel after drinking. Statewide billboards funded by a grant from the California Office of Traffic Safety (OTS) will echo the TV spots by showing skidmarks, a highway strewn with crash debris, and the message: "I just had two drinks. Who says I'm drunk?"

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Combined with the safety messages, the CHP will launch a heightened DUI enforcement effort. Funded by that same OTS grant, CHP officers will be working extra hours and focusing on impaired drivers – not just this weekend, but throughout 2004.

“Superbowl weekend is one of the biggest party times of the year. With the help of OTS, the generosity of our Bay Area partners and California broadcasters, as well as the cooperation of all Californians, it can be a safer weekend for Superbowl fans and all other motorists too,” Helmick said.

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California Alcohol Involved Collisions and Victims On Superbowl Sunday						
DATE	Total Collisions	Fatal	Injury	PDO	Victims Killed	Victims Injured
1/31/1999	191	7	85	99	10	126
1/30/2000	220	5	96	119	6	145
1/28/2001	201	4	85	112	4	133
2/03/2002	224	5	103	116	5	180
1/26/2003	229	2	93	134	2	132
TOTALS	1,085	23	462	580	27	716

Total CHP DUI Arrests on Superbowl Sunday

1/31/1999	412
1/30/2000	356
1/28/2001	356
2/03/2003	364
1/26/2003	435

